

# Earning their Loyalty Quickly

Deciding where to keep your money is a challenging in and of itself. Everyone is working towards some type of financial goal. As the new bank on the block, this client wanted to earn trust and business fast to create a reputable name in their new community.

Bank in Nashville, Tennessee

# The Roadblock

The bank was opening a new branch location in a densely populated area with several competitors already located there. They were struggling to sway loyalty away from customers with long standing accounts with their top competitors and needed fresh ideas for potential clients.

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# The Goals

1. Inform existing members of the community about their great and competitive rates and service while offering gift card incentives when opening a new account.
2. Drive new checking and savings clients by promoting convenience of their locally owned branch.
3. Reach possible customers that have not yet committed to a bank, but live in the area.

# The Game Plan

## Reach Members of the Community



The bank understood that the clients most likely to change banks were those who did not have mortgages with the institution. For this reason, we utilized geofencing to capture users who live in high-end apartment complexes around the bank's new branch rather than competitor geofencing.

## Reach New Movers



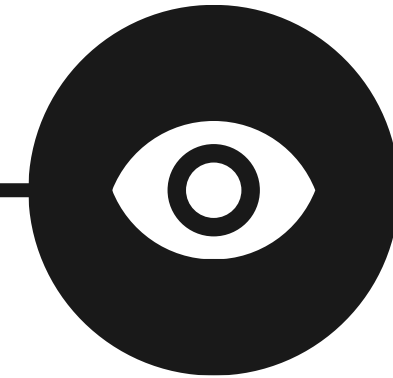
Those moving to a new area appreciate the convenience of having a bank nearby, even if mobile deposits are popular. First-party data allowed us to send advertisements to those who had recently moved to the area in the last 90 days with promotional rewards for opening a new account.

## Site Retargeting



We re-engaged visitors with ads promoting additional benefits of banking with this branch. This tactic not only boosted brand recognition but also helped optimize ad spend by focusing on an audience that's already familiar with the bank's offerings.

## Keyword Retargeting



We generated keywords related to banking, checking accounts, savings, and other financial keywords. When an individual would be searching for or reading about these keywords online, we would then be able to serve them advertisements.

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**3,826**  
clicks

**0.12%**  
CTR

**270**  
visits

# The Results

Over the course of three short months, we built a high and responsive awareness of the new branch. The landing page's website traffic reflected our efforts by showing an uptick in traffic prior to opening of the brick-and-mortar location. Additionally, the advertisements drove 270 in-branch visits following the grand opening from users that had viewed or clicked on the ads.

Through full funnel tracking and attribution, we were able to track users from the first time seeing the ad to users reengaging with the website to their foot traffic conversion into the branch. Additionally, we utilized display and video advertisements to reach users at every opportunity.

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